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(56) Documents Cited

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GB 0890914 A

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On-Line Database : WPI

(54) Display hooks or brackets

(57) The foot portion 1 of a display hook can be introduced into a slot 9 at an angle so that the arm 4 and the base 3 are presented first. When a twisting motion is applied on a carrying arm 6, to press the foot portion down into the slot 9, the spring-like arm 4 will bend to allow the rib 5 to move past the rim 10 of the slot and into a recess 11 whilst the arm 4 moves into a recess 12 on the other side. In the final locating condition where the display hook is held very securely against accidental removal or sideways displacement along the slot 9.

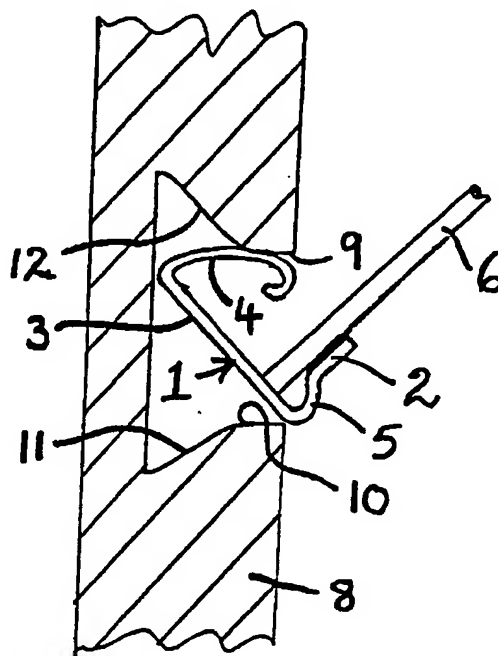


FIG.2

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FIG. 1

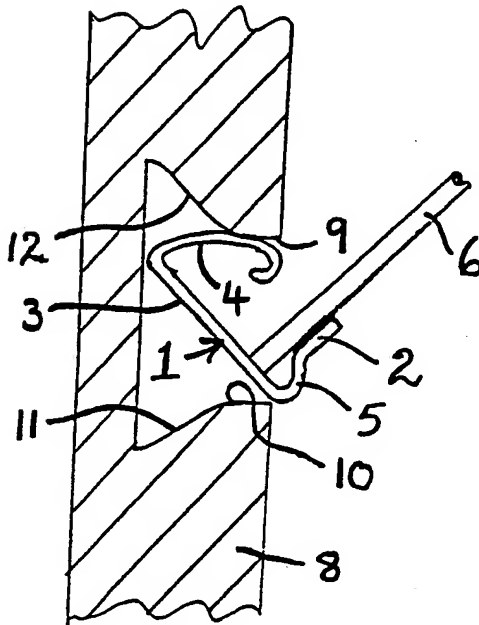
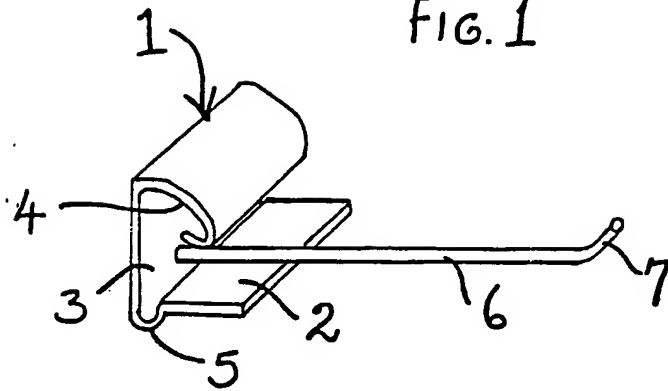


FIG. 2

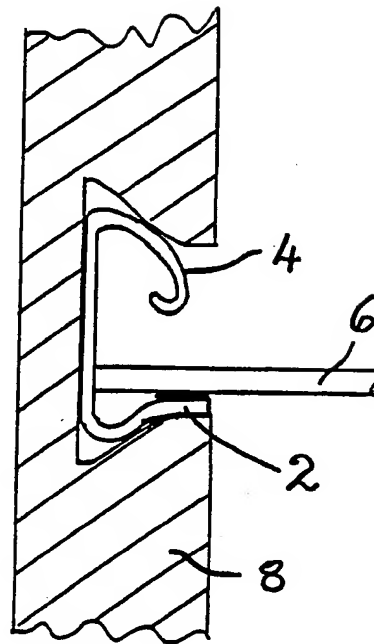


FIG. 3

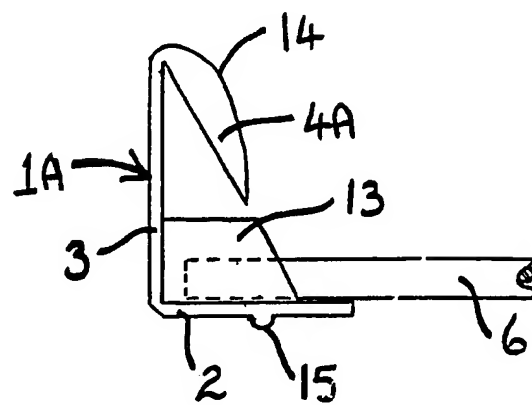


FIG. 4

Improvements relating to Display Hooks

Goods for display are often supplied in packages having a handling slot whereby the package can be mounted on to a display hook projecting from a support board. Such boards
5 may have slots formed in them to receive the foot portion of a projecting arm of a display hook, the foot portion having projecting fingers which locate within the slot and over the top of it so as to hold the hook in position. Nevertheless such hooks are free to slide within the slot and can easily
10 be removed or accidentally displaced out of the slot.

In accordance with the present invention there is provided a display hook for connection to a slotted board mounting or the like, the hook having a carrying arm extending from a foot portion, the foot portion being for
15 location into a parallel sided slot in the board and being essentially of generally U-shaped form in cross-section, with one arm of the U generally aligned in the same direction as the carrying arm, whilst the other arm is robustly resilient with its free end angled towards the one arm, the
20 base of the U being wider between the two arms than the width of the slot in the board in which the foot portion is to be located to an extent to enable the foot portion to be introduced into the slot by a twisting motion into a friction fit locating position.

25 With such an arrangement, when the foot portion is twisted into the locating position the display hook is held very firmly within the slot in the board and can only be

removed by a deliberate reverse movement to overcome the friction fit. The friction fit also limits the extent to which the display hook can be displaced sideways within the slot. This feature is particularly enhanced if the arms are
5 continuous laterally and are of a length appreciably greater than the width of the base of the U. Nevertheless it will be appreciated that the foot portion can be so formed that the arms are discontinuous, thus providing a series of projecting fingers.

10 Ideally the outer face of the one arm of the U has an external rib extending along its length, for location under the rim of the slot in the board when the foot portion is in the locating position. This rib will tend to snap into position once the foot portion has been twisted to the
15 locating position, thus providing an even more secure location of the display hook. Preferably the free end of the other arm is rolled inwardly or is otherwise of external convex form to provide a smooth projecting face, so that the end of this arm does not tend to dig into the rim of the
20 board as the display hook is being removed.

Whilst the carrying arm can take many forms and could, for example, be just in the form of a straight wire, it is preferred that the end of the carrying arm should be bent upwardly in the direction of the other arm of the foot
25 portion.

The invention may be performed in various ways and a preferred embodiment will now be described, by way of example, with reference to the accompanying drawings, in

which:-

Figure 1 is a perspective view of a display hook of this invention,

Figure 2 illustrates the display hook being inserted
5 into a slot in a support board,

Figure 3 shows the display hook fully positioned within the slot in the support board, and

Figure 4 is a side view of an alternative form of display hook of this invention.

10 The display hook as shown in Figures 1 to 3 of the drawings has a foot portion 1 of generally U-shaped form. One arm 2 of the U projects at right angles from the base wall 3 of the U whilst the other arm 4 is directed inwardly and is springy in nature. The rest of the foot portion can
15 also be made of the same springy material but it may be preferred that one or both of the portions 2 and 3 is of a more rigid nature. A rib 5 is formed on the external surface of the arm 2. A carrying arm 6, having an upwardly projecting hook 7 at its end is fixed to the arm 2 at a
20 central position thereof.

The display hook is intended to be located into a display board 8 (Figures 2 and 3) which is provided with one or more elongated slots 9. As shown in Figure 2 the foot portion 1 of the display hook can be introduced into the
25 slot 9 at an angle so that the arm 4 and the base 3 are presented first. When a twisting motion is applied on the arm 6, to press the foot portion down into the slot 9, the spring-like arm 4 will bend to allow the rib 5 to move past

the rim 10 of the slot and into a recess 11 whilst the arm 4 moves into a recess 12 on the other side. The final locating condition is shown in Figure 3 where the display hook is held very securely against accidental removal or sideways displacement along the slot 9. The whole of the foot portion 1, including the arm 2, nestles fully with the slot 9, thus avoiding any projections, except for the hook 7.

It is envisaged that the foot portion 1 of the display hook could be made from metal or by moulding or extrusion from plastics or other ductile material. The projecting hook 7 could be made from similar or alternative material and could be created as an integral part of the whole display hook if desired.

In the modified design shown in Figure 4 the foot portion 1A has an integrally moulded housing 13 to receive securely the one end of the carrying arm 6. Also the other arm 4A of the arm is formed as a solid section with an external convex face 14. Otherwise the arm 4A is robustly resiliently flexible about the join with the base wall 3 and operates in the same manner as the embodiment shown in Figures 1 to 3. A rib 15 acts in a similar manner to the rib 5 of the embodiment of Figures 1 to 3.

CLAIMS

1. A display hook for connection to a slotted board mounting or the like, the hook having a carrying arm extending from a foot portion, the foot portion being for location into a parallel sided slot in the board and being essentially of generally U-shaped form in cross-section, with one arm of the U generally aligned in the same direction as the carrying arm, whilst the other arm is robustly resilient with its free end angled towards the one arm, the base of the U being wider between the two arms than the width of the slot in the board in which the foot portion is to be located to an extent to enable the foot portion to be introduced into the slot by a twisting motion into a friction fit locating position.

2. A display hook according to Claim 1, wherein the outer face of the one arm of the U has an external rib extending along its length, for location under the rim of the slot when the foot portion is in the locating position.

3. A display hook according to Claim 1 or Claim 2, wherein the arms are continuous laterally and are of a length appreciably greater than the width of the base of the U.

4. A display hook according to any one of Claims 1 to 3, wherein the free end of the other arm is rolled inwardly or is otherwise of external convex form to provide a smooth projecting face.

5. A display hook according to any one of Claims 1 to 4, wherein the end of the carrying arm is bent upwardly in

the direction of the other arm of the foot portion.

6. A display hook substantially as herein described with reference to the accompanying drawings.

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Patents Act 1977
Examiner's report to the Comptroller under Section 17
(The Search report)

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Relevant Technical Fields

(i) UK Cl (Ed.N) A4B

(ii) Int Cl (Ed.6) A47B: A47F

Search Examiner
 MR J GRAHAM

Date of completion of Search
 9 FEBRUARY 1995

Databases (see below)

(i) UK Patent Office collections of GB, EP, WO and US patent specifications.

Documents considered relevant following a search in respect of Claims :-
 1-6

(ii) ONLINE DATABASE: WPI

Categories of documents

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| <p>X: Document indicating lack of novelty or of inventive step.</p> <p>Y: Document indicating lack of inventive step if combined with one or more other documents of the same category.</p> <p>A: Document indicating technological background and/or state of the art.</p> | <p>P: Document published on or after the declared priority date but before the filing date of the present application.</p> <p>E: Patent document published on or after, but with priority date earlier than, the filing date of the present application.</p> <p>&: Member of the same patent family; corresponding document.</p> |
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Category	Identity of document and relevant passages	Relevant to claim(s)
X	GB 1309734 (TAYLOR) whole document	1-5
X	GB 890914 (MANZARDO) see Figure 9	1-5

Databases: The UK Patent Office database comprises classified collections of GB, EP, WO and US patent specifications as outlined periodically in the Official Journal (Patents). The on-line databases considered for search are also listed periodically in the Official Journal (Patents).